



## Free Etisalat app offers local, global HD video calls from UAE

**Downloadable from iOS and Android app stores, Etisalat's C'Me app lets users call any contact, local or international**

By Vicky Kapur  
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UAE telecom operator Etisalat has announced the launch of its new C'Me communication app, offering features such as high definition voice and video calling over WiFi and fully integrated social networks.

Downloadable for free from iOS and Android app stores, the app lets users call any contact from their address books, local or international, regardless of the receiver having downloaded the app. It can be enjoyed on both smartphones and tablets.

A special launch promotion lets C'Me users make 60 minutes of free video calls using their smartphones or tablets to any other C'Me app user over Etisalat's mobile network or any UAE WiFi.



*A special launch promotion lets C'Me users make 60 minutes of free video calls using their smartphones or tablets to any other C'Me app user over Etisalat's mobile network or any UAE WiFi. (Supplied)*

As part of the launch promotion, Etisalat said it will also offer two months of free C'Me data.

After the expiry of the promotional minutes, those on Etisalat post-paid network will be charged 30 fils while pre-paid users will have to shell out 36 fils per minute to make the HD video calls.

Etisalat's current 3G video calling rate is 60 fils per minute – so the app effectively halves the amount required to make HD video calls.

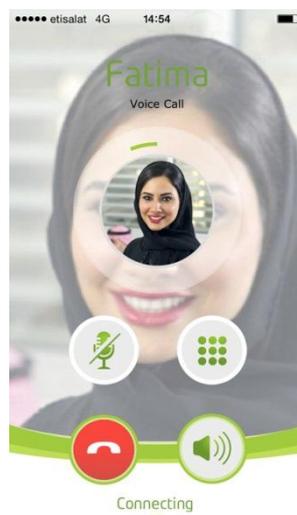


Interestingly, C'Me has no monthly rental and voice calls are charged as per the user's existing voice call tariff as they can call anyone with or without the app.

This seems to be the first time that a UAE telecom provider has launched a VoIP-based HD video service for residents.

As readers will note, providing VoIP services in the UAE remains the prerogative of the two licensees (Etisalat and Du), and the telecom providers bar other internet-based telephony services including WhatsApp calls, Skype calls and Viber, etc.

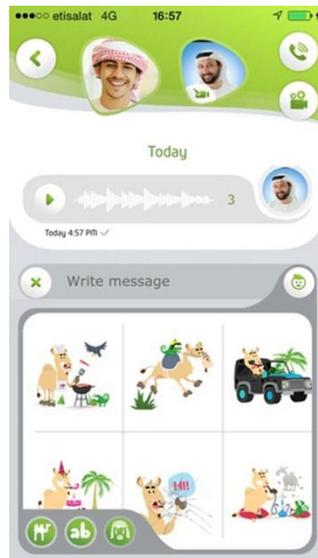
“Our customers will have a lot of fun using C'Me. It offers a great video experience, which means we can at last actually see the person we are communicating with, whether it is in a call or messaging setting,” said Khaled El Khouly, Chief Marketing Officer at Etisalat.



“Users will enjoy video calling in high quality. Plus, we have an exciting roadmap for the app such that in coming months our customers will experience lots more features and benefits,” he said.

The new app will be available in Arabic and English, and Etisalat says it will be 'exclusive' for its mobile users, prepaid or postpaid, along with business and government users.

Upon downloading and registering the app using an active Etisalat mobile voice number, users can start making calls from their mobile phones or even tablets over Etisalat's mobile network or any UAE WiFi, it said in a statement.



App to apps calls are in high definition quality, with high quality video calls at the same price as a voice call.

The C'Me app also stores the user's address book remotely to avoid loss of contact details, Etisalat said. It allows users to access their contacts from any device, at any point.

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**Source:** <http://www.emirates247.com/business/technology/free-etisalat-app-offers-local-international-hd-video-calls-from-uae-2015-05-10-1.590149>

## **Etisalat has launched a new app that offers high definition voice and video calling over wi-fi.**

The C'Me app lets users call contacts from their address books, local or international, and can be downloaded on both smartphones and tablets.

Users can make 60 minutes of free video calls using their devices to any other C'Me app user over Etisalat's mobile network or UAE wi-fi under the launch offer. The offer will also include two months of free C'Me data.

Available in both Arabic and English, C'Me is exclusive to Etisalat's mobile users, prepaid or postpaid, along with business and government users.

App to apps calls are in high-definition quality, with high-quality video calls at the same price as a voice call. C'Me has no monthly rental fee and voice calls are charged as per the user's existing voice call tariff.

For video calls, C'Me brings the rate down from 60 fils per minute to 30 fils on postpaid, and to 36 fils on prepaid.

The instant messaging facility lets users send messages to anyone on their contact list and see their reactions live through the apps' 'wave window'. Instead of presenting a static image of the contact, users can see them live through a small video window.

The app is free to download from iOS and Android app stores.

*news@7days.ae*

**Source:** <http://7daysindubai.com/etisalat-introduces-voice-and-video-calling-with-cme-app>

# Etisalat launches high-definition C'Me communication app

(Staff Report) / 10 May 2015

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Abu Dhabi — Etisalat on Saturday announced the launch of its new C'Me communication application, offering more fun to users' communication experience.

It brings innovative features such as high-definition voice and video calling over Wi-Fi, an easy-to-access address book, rich messaging with the new "C'Me wave window" and fully-integrated social networks.

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